by Dr. Satyabrata Dash

- Current times are extremely different and they are constantly changing mainly due to technology which is why organizational culture is facing various issues to keep up with those changes.

Creating an Innovative Culture

- According to Swedish researcher Goran Ekvall, an innovative culture would be characterized by the following:
  - Challenge and involvement
  - Freedom
  - Trust and openness
  - Idea time
  - Playfulness/humor
  - Conflict resolution
  - Debates
  - Risk-taking

Creating a Customer-Responsive Culture

- Studies have showed that the customers who are extremely satisfied from a business tends to buy more from them.
- Characteristics of a customer responsive culture:
  - Type of employee
  - Type of job environment
  - Empowerment
  - Role Clarity
  - Consistent desire to satisfy and delight customers

Spirituality and Organizational Culture

- It's a culture in which organizational values promote a sense of purpose through meaningful work taking place in the context of community.
- Characteristics of such a culture:
  - Strong sense of purpose
  - Focus on individual development
  - Focus on individual development
  - Trust and openness
  - Employee empowerment
  - Toleration of employee expression

Workplace Diversity

Types, Challenges and Management

Diversity

- Diversity is all the ways in which people differ

Diversity

- Diversity is all the ways in which people differ

Work Place Diversity

- The ways in which people in an organization are different from and similar to one another.
- Surface-level diversity: Easily perceived differences that may trigger certain stereotypes, but that do not necessarily reflect the ways people think or feel.
- Deep-level diversity: Differences in values, personality, and work preferences

Benefits of Workplace Diversity

Benefits of Workforce Diversity

People Management

- Better use of employee talent
- Increased quality of team problem-solving efforts
- Ability to attract and retain employees of diverse backgrounds

Organizational Performance

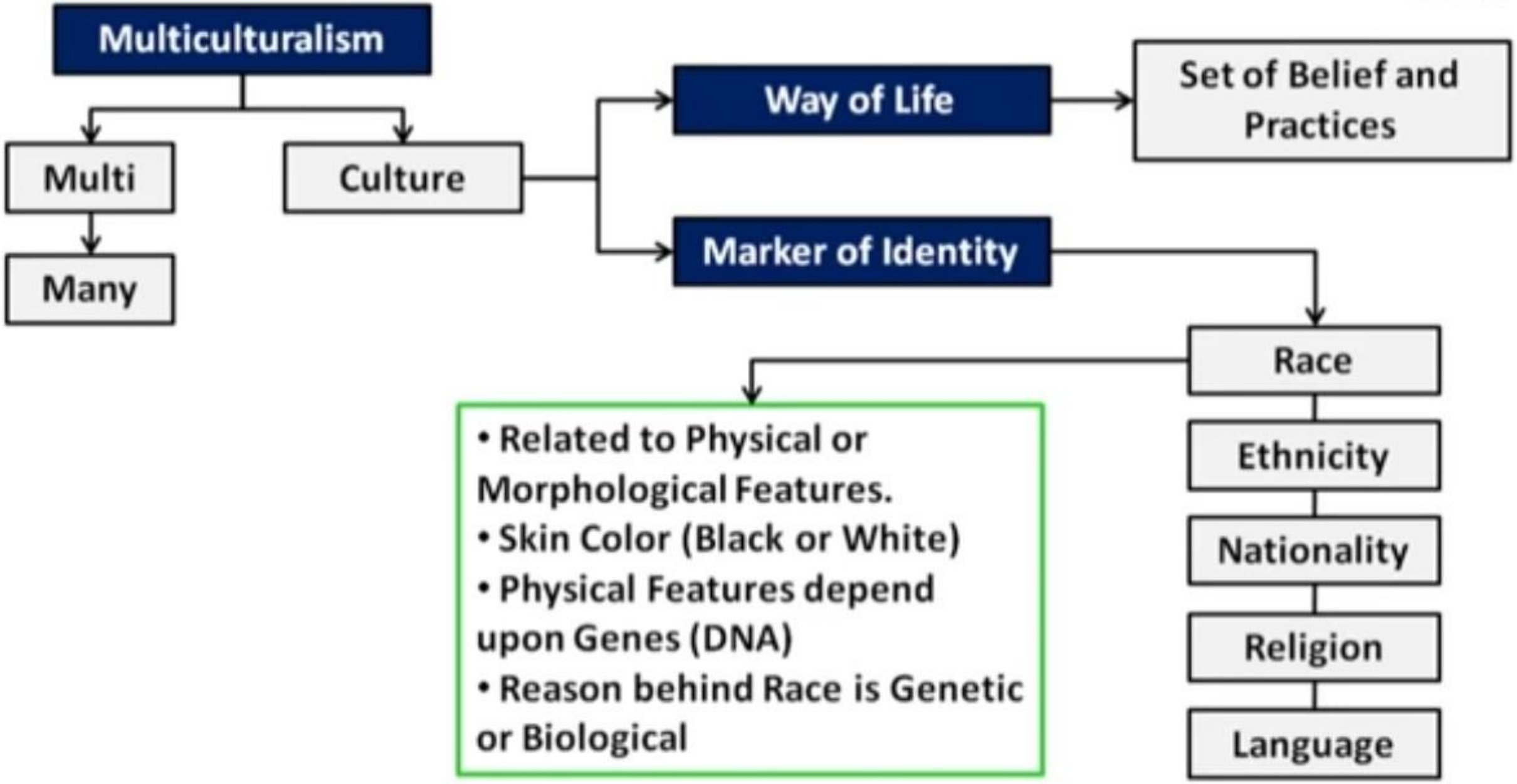
- Reduced costs associated with high turnover, absenteeism, and lawsuits
- Enhanced problem-solving ability
- Improved system flexibility

Strategic

- Increased understanding of the marketplace, which improves ability to better market to diverse consumers
- Potential to improve sales growth and increase market share
- Potential source of competitive advantage because of improved innovation efforts
- Viewed as moral and ethical; the "right" thing to do

Multi-Ethnic States

A Focus on the Interaction Between Ethnic Groups, Nations and States


Multiculturalism
Multi
Many
Culture
Way of Life
Set of Belief and Practices
Marker of Identity
Race
• Related to Physical or Morphological Features.
• Skin Color (Black or White)
• Physical Features depend upon Genes (DNA)
• Reason behind Race is Genetic or Biological
Ethnicity
Nationality
Religion
Language

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Multiculturalism

- Multi
  - Many
- Culture
  - Way of Life
    - Set of Belief and Practices
  - Marker of Identity
    - Race
      - Ethnicity
        - Nationality
        - Religion
        - Language

- A group of People related by Blood.
- Blood Relations Means having Common Ancestors.
- People Live in a Definite Territory.
- Two important condition – Blood Relations and Definite Territory.

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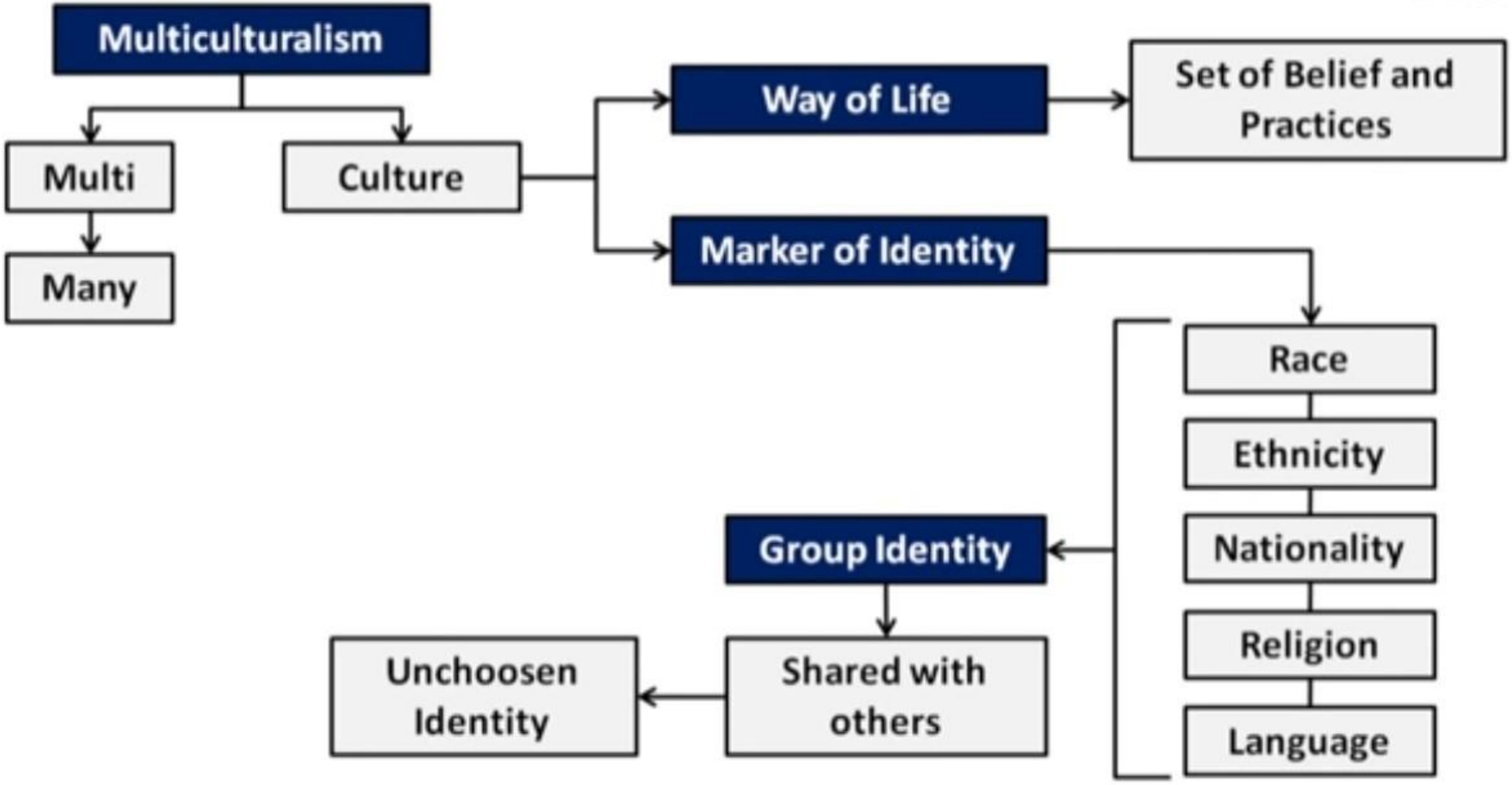
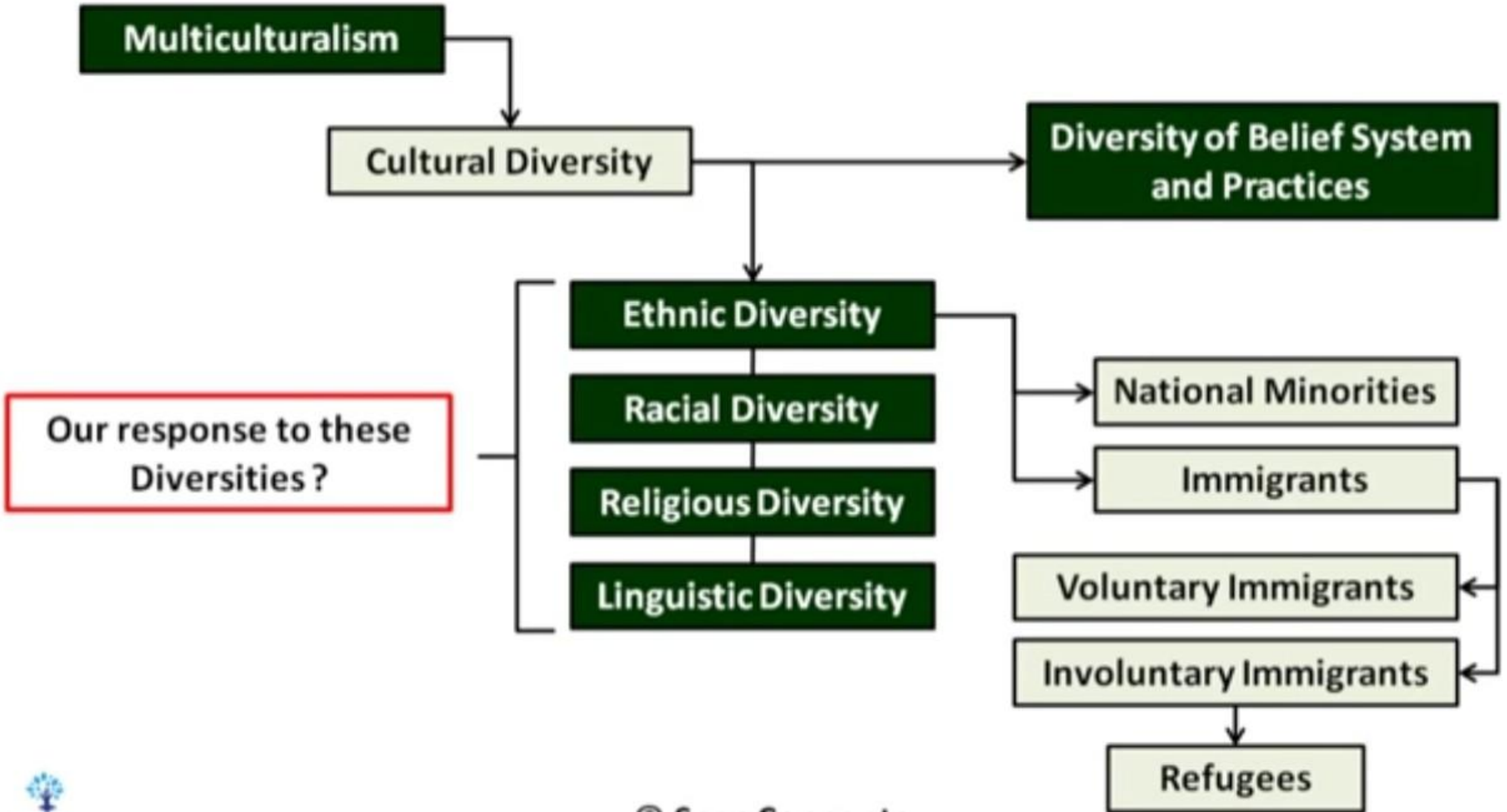
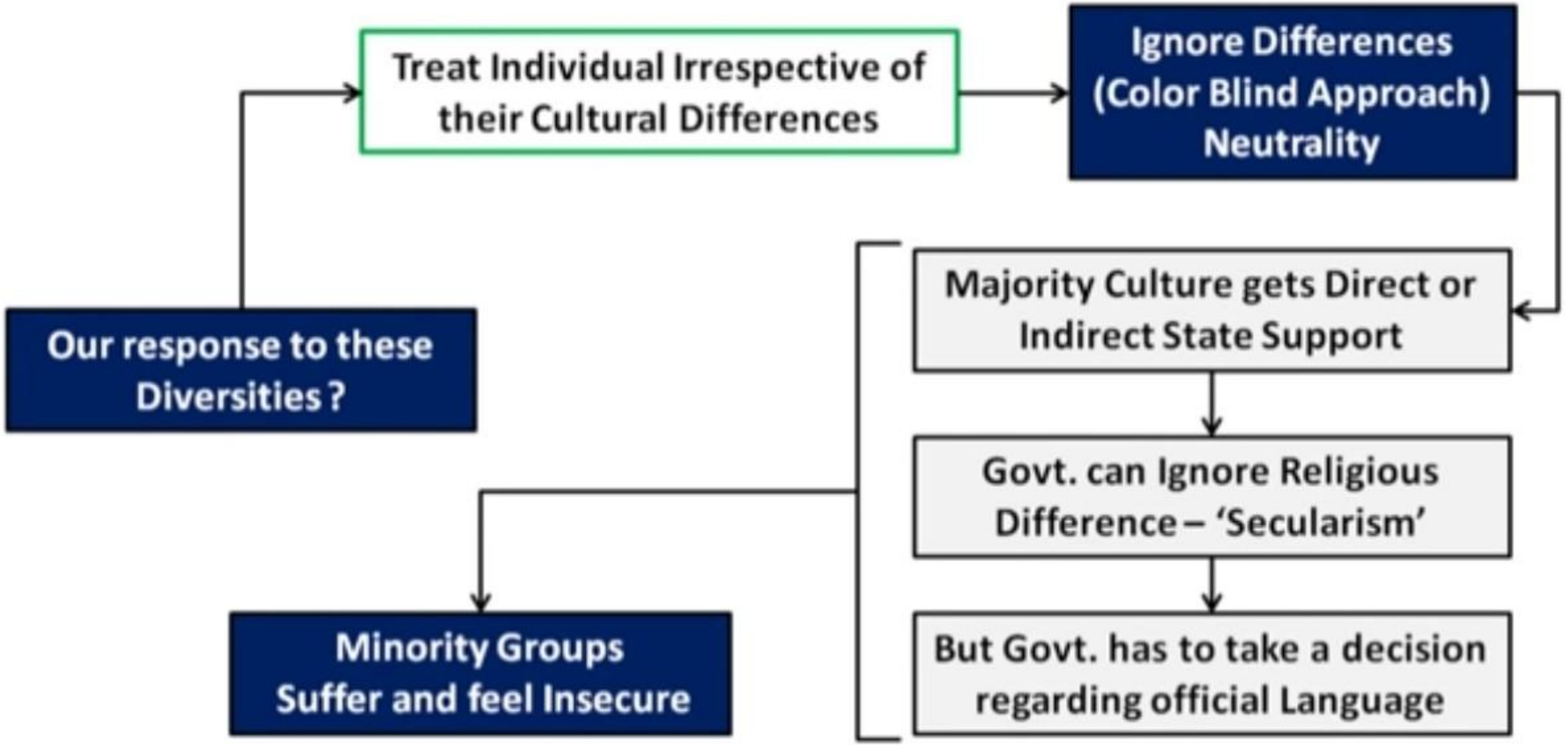

Multiculturalism
Multi
Many
Culture
Way of Life
Set of Belief and Practices
Marker of Identity
Race
Ethnicity
Nationality
Religion
Language
Group Identity
Shared with others
Unchoosen Identity


Multiculturalism
Cultural Diversity
Diversity of Belief System and Practices
Ethnic Diversity
Racial Diversity
Religious Diversity
Linguistic Diversity
Our response to these Diversities ?
National Minorities
Immigrants
Voluntary Immigrants
Involuntary Immigrants
Refugees


Treat Individual Irrespective of their Cultural Differences
Ignore Differences (Color Blind Approach) Neutrality
Majority Culture gets Direct or Indirect State Support
Govt. can Ignore Religious Difference – 'Secularism'
But Govt. has to take a decision regarding official Language
Minority Groups Suffer and feel Insecure
Our response to these Diversities ?

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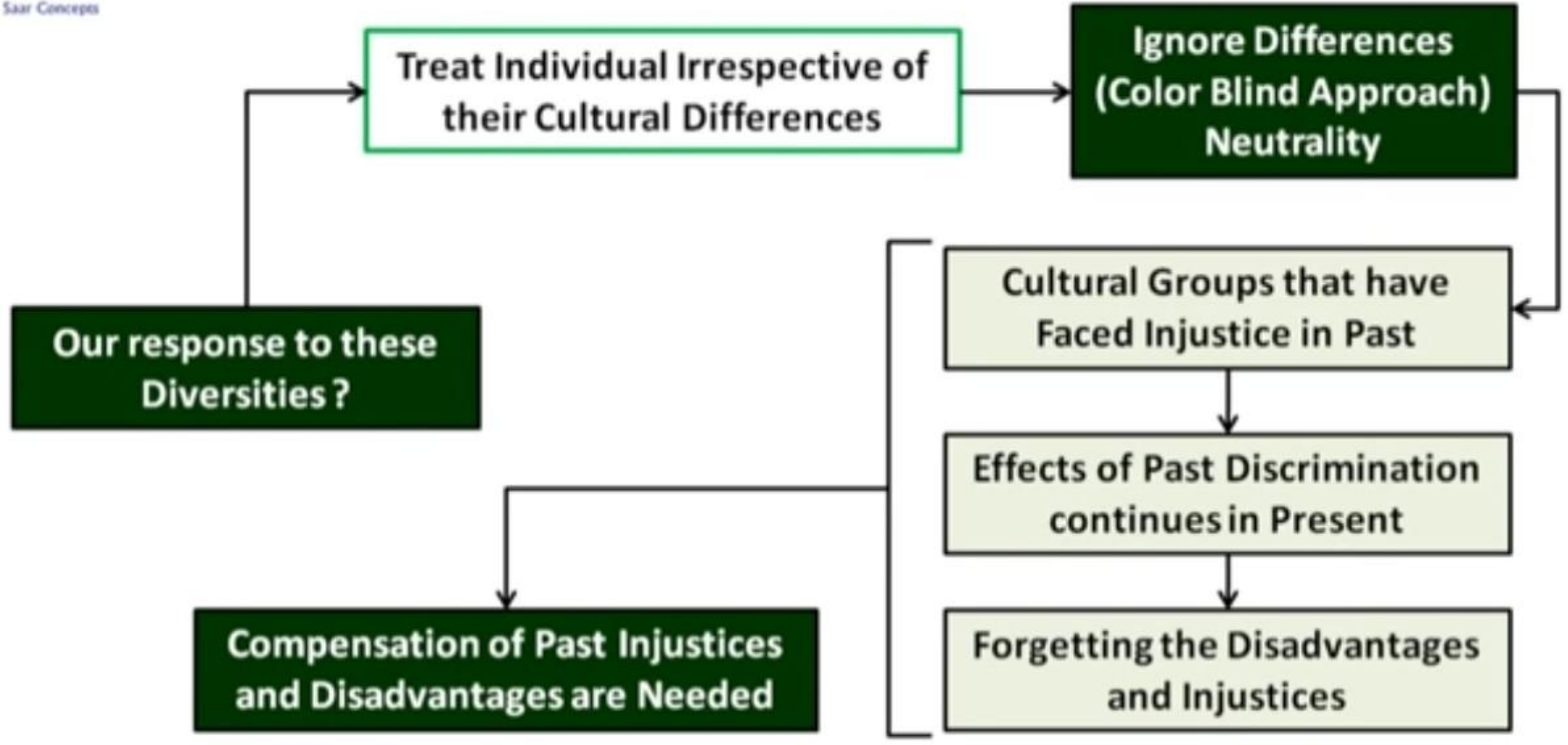
Treat Individual Irrespective of their Cultural Differences
Ignore Differences (Color Blind Approach) Neutrality
Our response to these Diversities ?
Cultural Groups that have Faced Injustice in Past
Effects of Past Discrimination continues in Present
Forgetting the Disadvantages and Injustices
Compensation of Past Injustices and Disadvantages are Needed

Our response to these Diversities ?

Taking Cultural Differences Into Account

Rectify Past Injustices and Disadvantages faced by Groups : Affirmative Action

Address Income/Material Inequality

Status Inequality Remains

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Revaluing Disrespected and Marginalized Groups

Cultures are Valuable to an Individual

Our response to these Diversities ?

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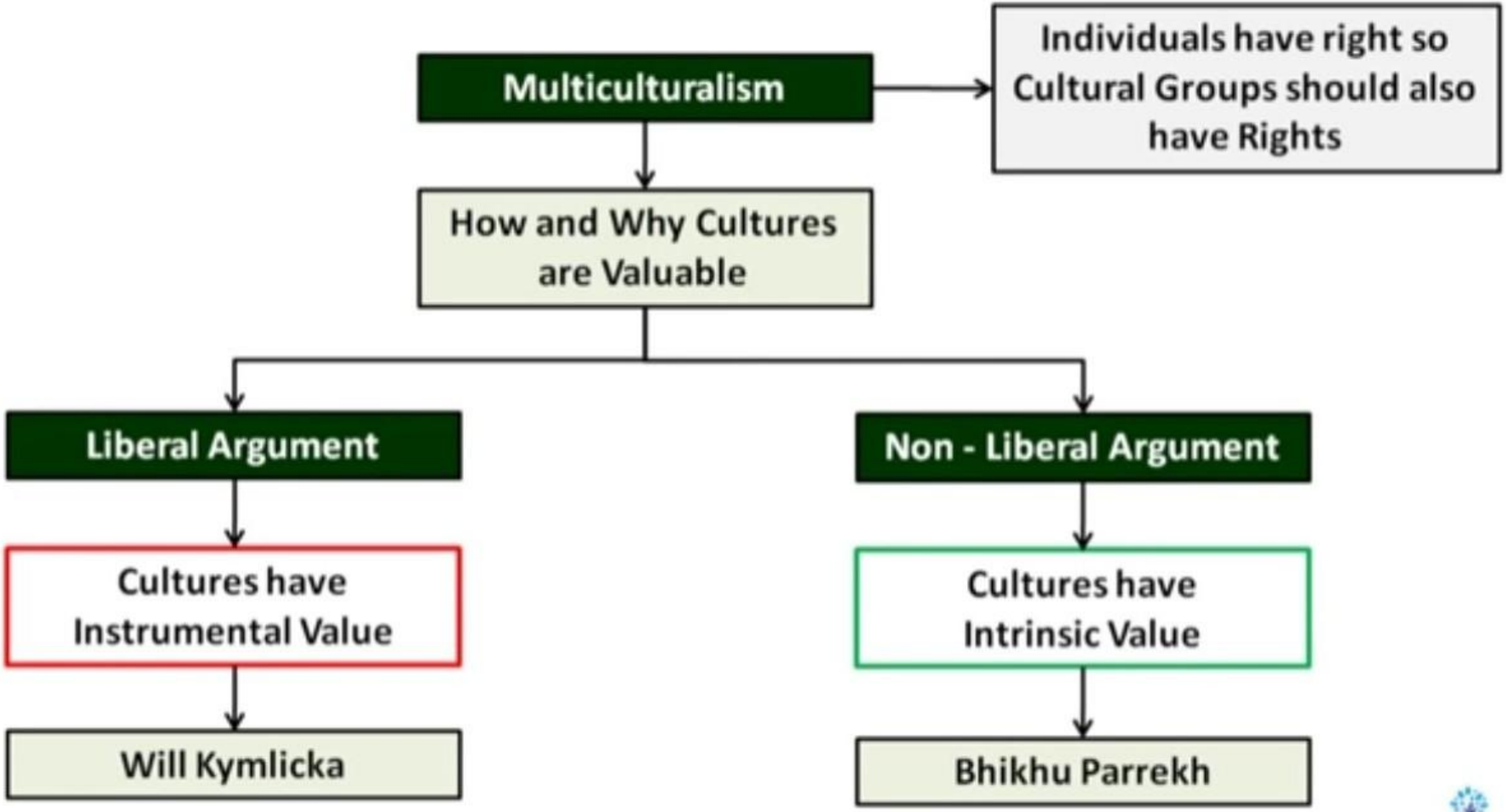
Address Income/Material Inequality

Status Inequality Remains


Multiculturalism
Individuals have right so Cultural Groups should also have Rights
How and Why Cultures are Valuable
Liberal Argument
Non - Liberal Argument
Cultures have Instrumental Value
Cultures have Intrinsic Value
Will Kymlicka
Bhikhu Parrekh

Thanks